



NEWS RELEASE

New Finance Man at Apollo

Apollo Lifts Group has announced the appointment of Bill Donaldson as its new Finance Director.

Bill's extensive knowledge of private equity finance and his proven track record in the development of successful teams, financial systems, reporting and controls are seen as key to Apollo successfully pushing on with the second stage of its 'Invest in Growth' strategy. The company's objective is to become the UK's largest independent lift contractor within the next three years and Bill will focus on enhancing operational and financial structures to underpin future expansion.

Managing Director Martin Bettridge comments: "Bill's commercial and technical abilities made him the stand-out candidate and he brings a huge amount of talent, know-how and expertise to the management team. In the current challenging climate, there will naturally be an onus on tight fiscal controls as well as increasing efficiency and productivity; but we're also committed to pushing through our expansion plans and Bill's previous experience of acquisitions and private equity financing will be central in helping take Apollo to the next level."

Bill Donaldson has held a number of senior positions since qualifying with PwC, including roles with Allied Domecq plc and Inchcape plc before becoming Finance Director of Saga Services Limited. From 2002 - 05 he held the post of Chief Financial Officer at SIRVA Europe, and most recently CFO at Sterling Relocation.

Figures may play an important role at work but there's one figure in particular that dominates his spare time: his golf handicap. He's currently playing off a very creditable 'seven' so you have been warned!

ENDS